



Figure 2

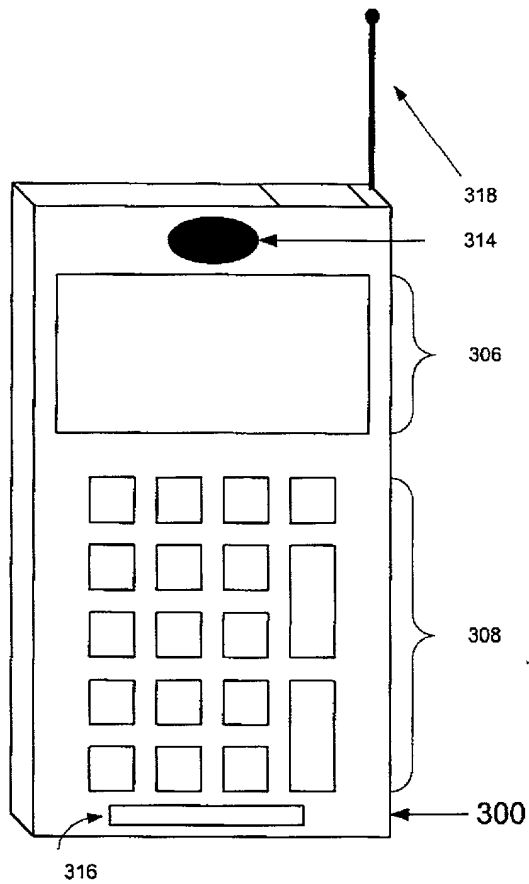


Figure 3A

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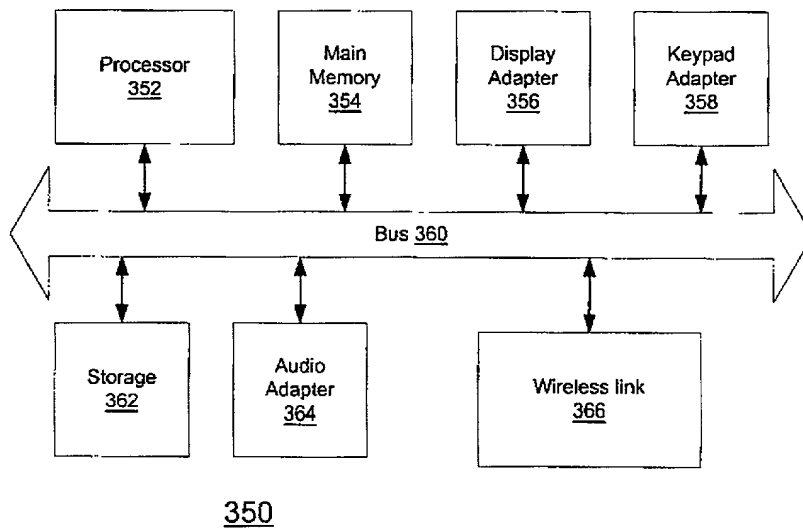
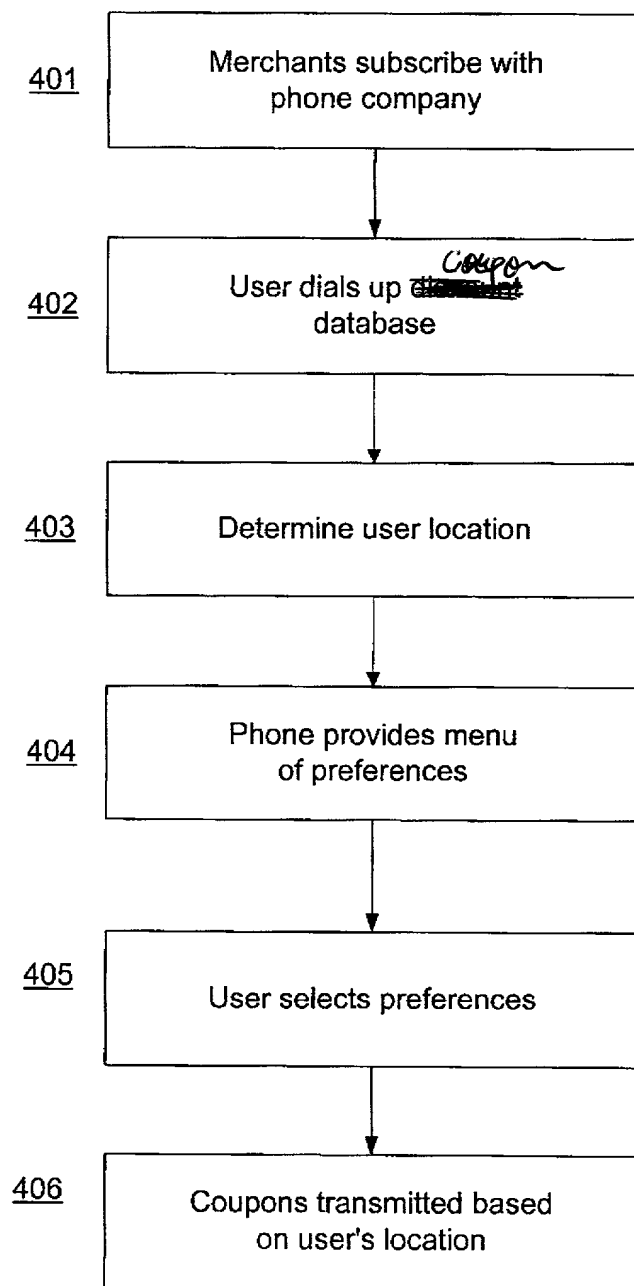


Figure 3B

AUS920000590US1

Figure 4

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graph TD
    501[501 Merchants added to database] --> 502[502 Request received from user]
    502 --> 503[503 Determine user location]
    503 --> 504[504 List of preferences sent to user]
    504 --> 505[505 Preference selection received from user]
    505 --> 506[506 Merchants selected in user's vicinity]
    506 --> 507[507 Coupons sent to user based on preference selection and location]

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[illegible]

Record Format for Item/Coupon Table

Figure 6A

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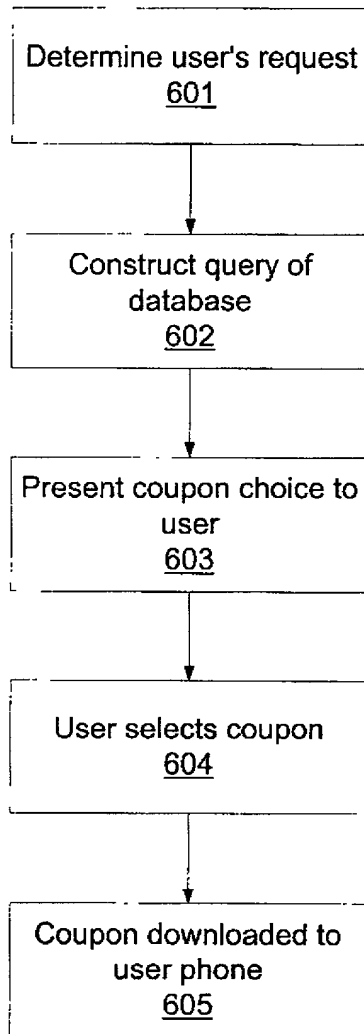
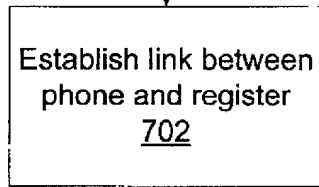


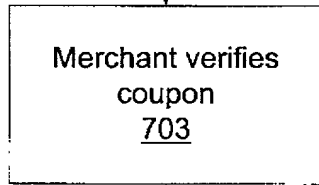
Figure 6B

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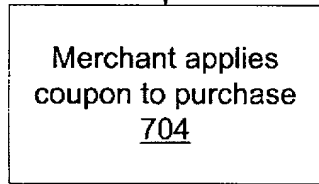
Customer notifies
merchant of coupon
701



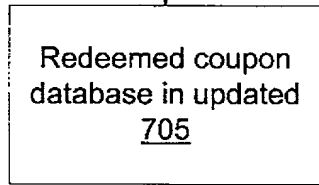
Establish link between
phone and register
702



Merchant verifies
coupon
703



Merchant applies
coupon to purchase
704



Redeemed coupon
database in updated
705

Figure 7

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Variable	Mean	SD	Min	Max
Age	35.2	12.5	18	65
Gender				
Male	55.2	5.1	40	70
Female	44.8	5.1	30	60
Marital status				
Married	62.5	6.2	45	75
Single	37.5	6.2	20	50
Education				
High school	15.2	2.1	10	20
College	35.2	3.1	25	45
Postgraduate	49.8	3.1	35	60
Income				
Low	12.5	2.1	5	20
Medium	35.2	3.1	20	50
High	52.3	3.1	35	65
Occupation				
Manager	25.2	3.1	15	35
Professional	35.2	3.1	25	45
Service	45.2	3.1	35	55
Unemployed	15.2	2.1	5	25
Health status				
Good	65.2	5.1	50	75
Fair	35.2	5.1	20	50
Poor	15.2	2.1	5	25
Smoking status				
Smoker	35.2	5.1	20	50
Nonsmoker	64.8	5.1	45	75
Alcohol consumption				
Frequent	15.2	2.1	5	25
Occasional	35.2	3.1	20	50
Never	49.8	3.1	35	60